



MEDIA AND COMMUNICATIONS

[gold.ac.uk/
media-communications](http://gold.ac.uk/media-communications)

Undergraduate

Goldsmiths
UNIVERSITY OF LONDON

From the future of the BBC to disaster relief in the Philippines, the study of media and communications addresses the important issues of our times.

At Goldsmiths, that study is creative, critical and radical. We explore media through hands-on experience of professional and experimental media-making and a range of philosophical, political, psychological and technological perspectives from the global to the intimate construction of identity.

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Why choose media and communications at Goldsmiths?

We're ranked among the world's best.

We're 8th in the world for communication and media studies (QS World University Rankings by subject 2017), and first in the UK for the quality of our research (Research Excellence Framework 2014 Times Higher Education research intensity subject rankings). We work closely with the Centre for Feminist Research, the Centre for Investigative Journalism and house important research centres in media democracy and political economy. We've also been ranked by LinkedIn as one of the top graduate universities for media professionals.

We're dynamic and creative.

You'll have access to a calendar of events featuring world-renowned practitioners, thinkers and policy makers that have recently included the Guild of British Film and Television Editors, the Anti-Austerity and Media Activism conference, and the Putnam Enquiry into the future of the BBC. We are the home of Eastlondonlines.co.uk - a 24/7 news website run by our students, the Curzon Goldsmiths Cinema, and work closely with Goldsmiths Press and new gallery and installation spaces on campus.

We're inside the media.

You'll take practice courses taught by industry professionals and skilled practitioners in a department devoted to integrating criticism and creation. Industry speakers, networking events, careers fairs and the option to undertake work placements alongside international exchange programmes connect us to the world of media work.

OUR COURSES



- BA (Hons) Anthropology & Media
- BA (Hons) History & Journalism
- BA (Hons) Journalism
- BA (Hons) Media & Communications
- BA (Hons) Media & English
- BA (Hons) Media & Sociology
- Integrated Degree in Media & Communications (including Foundation Year)

BA (Hons) Anthropology & Media

3 years full-time
gold.ac.uk/ug/ba-anthropology-media

On this degree you can combine Goldsmiths' fresh approach to anthropology and ethnography studies with media studies. You will also develop practical skills in two areas of media practice of your choice, including journalism, photography, TV production, illustration, interactive media, animation, radio, and creative writing.

In your first year you'll learn about some of the main theories within social anthropology - political anthropology, economic anthropology, and kinship. For the media element, you'll be introduced to key debates in media studies, and examine the way in which 'media texts' construct meaning.

You'll master the main theories in social anthropology and communication studies in your second year, while completing a hands-on module in your first media practice area.

Your third year is all about designing your learning experience by choosing the thematic, regional or practical areas that interest you most. You'll complete a module in your second media practice area and choose from advanced anthropology and media options, including a supervised individual project.

TYPICAL MODULES

Year 1

Compulsory modules:

Introduction to Social Anthropology
Anthropological Methods
Ethnography of a Selected Region I
Media History and Politics
Key Debates in Media Studies
Culture and Cultural Studies
Film and the Audiovisual

Year 2

Compulsory modules:

Anthropology of Religion
Anthropology and the Visual
Politics, Economics and Social Change
Media Production - Option 1

Plus two options from:

Psychology, Subjectivity and Power
Culture, Society and the Individual
Media, Modernity and Social Thought
Money and the Media
Moving Image and Spectatorship
Television and After
Media, Memory and Conflict

Year 3

Compulsory module:

Media Production - Option 2

Plus two media options (see page 14)

Plus four anthropology options from an extensive list, such as:

Material Culture
The Anthropology of Rights
Gender Theory
Anthropology and Visual Practice
Anthropology of Art

BA (Hons) History & Journalism

3 years full-time
gold.ac.uk/ug/ba-history-journalism

Journalism is often described as ‘the first rough draft of history’. At Goldsmiths we believe that the best journalists draw on their understanding of history to report, contextualise and analyse events as they happen. This degree will teach you both the practical skills and academic knowledge you need to develop a nuanced understanding of the past, informing your interpretation of current events.

In history, you will explore the vast range of human history, from cultural and social history to politics, religion and battles for ideological and geographical supremacy. Our thematic approach allows you to choose modules that focus on your own areas of interest, and to compare and contrast how these themes have played out across time and place.

Journalism modules will give you the practical skills to excel in your career, including news reporting and editing, interviewing, video reporting with options in photo-journalism and radio journalism. You’ll be able to put these to use as a practising journalist on our local news website, Eastlondonlines, reporting on a large and diverse area of London.

This degree will feature two new innovative interdisciplinary modules designed to reflect your work in both disciplines. In the second year, the key compulsory modules will cover extended research and writing, aimed at creating longer form features. In the third year, you will develop these skills further with a final interdisciplinary research project designed to reflect all aspects of your learning.

TYPICAL MODULES

Year 1

Compulsory modules:

Concepts and Methods
Journalism Practice

Plus one from:

Dictators, War and Revolution
Self and Nation
Religion, Peace and Conflict

Plus two from:

Media History and Politics
Key Concepts and Debates in Media
Video Reporting

Year 2

Compulsory module:

Extended Feature Research and Writing

Plus:

60 credits of History modules
30 credits of Media and Communications modules

Year 3

Compulsory module:

Interdisciplinary Project

Plus:

30 credits of History modules
30 credits of Media and Communications modules

BA (Hons) Journalism

3 years full-time
gold.ac.uk/ug/ba-journalism

The world of journalism is changing at an unprecedented rate. This programme offers an individual and innovative blend of contemporary, multimedia journalism that ensures graduates are prepared for the future of a rapidly developing industry. We also put journalism in its wider cultural and social context because we believe in creating critically aware, socially engaged journalists who understand the wider context of their work.

The programme draws on the award-winning expertise of our MA Journalism and MA/MSc Digital Journalism programmes, many of whose graduates are in key positions in the news media. Your practice teachers will also have extensive professional experience at the highest levels of the industry. Some modules are taught by the Department of Computing, so you’ll develop the coding and data journalism skills in demand by media organisations.

In your first year, you will be taught news writing skills, programming and web design. In mobile journalism you’ll also learn how to use a smartphone to create short video pieces. In your second year, you’ll learn more about video journalism, how to write longer pieces and how to pitch your work to publications; you will also work in an editorial team on our live news website, Eastlondonlines. And you’ll have the opportunity to apply for a work placement module.

In your third year, you’ll continue to work on Eastlondonlines and have optional modules in arts, culture and fashion writing, photo journalism and radio journalism. There are further optional modules from Media and Communications and/or Computing. Your final-year project will see you bringing together all your practical skills - from coding to photography - to create a multimedia piece of journalism.

TYPICAL MODULES

Year 1

Compulsory modules:

Introduction to Power, Politics and Public Affairs
Introduction to News and Features
Mobile Journalism
Web Programming
Designing Digital Interactions
Media History and Politics
Key Debates in Media Studies

Year 2

Compulsory modules:

Multimedia Journalism
Video Reporting
Data Journalism and Visualisation
Social Media, Crowdsourcing and Citizen Sensing
Media Law and Ethics
News and Power in a Globalised Context
Feature Writing

Year 3

Compulsory modules:

Multimedia project
Journalism in Context

Plus three options from media (see page 14), and/or computing such as:

Arts, Fashion and Culture Journalism
Photo Journalism
Radio Journalism

Please see gold.ac.uk/computing for possible Year 3 Computing options

BA (Hons) Media & Communications

3 years full-time

gold.ac.uk/ug/ba-media-communications

This degree provides a 50-50 mix of media theory and media practice. You'll have the opportunity to tap into the Department's unrivalled industry connections and the option of undertaking a work placement as part of your degree. Critical, creative practice in production will equip you to be a thinking media practitioner of the future.



In your first year you will explore some of the foundations of the fields of media, cultural and film studies, which allow a broad critical understanding of the role media play in shaping our everyday lives. As well as exploring key debates and traditions that have shaped the field, you will also be introduced to new developments, such as media arts, which explore media across a range of creative formats.

Compulsory media practice modules (see opposite) include an introduction to some of the media practices on offer, and your first media production option, in which you'll work on a small-scale project.

In your second year you will explore media psychology and media sociology, as well as choosing options, which place media within the contexts of war and conflict, finance and the economy, the changing nature of image and representation within film, television and digital cultures, as well as situating media within analyses of race, class, sexuality and gender. You'll also take your second media practice option plus a Media Production Specialisation module, which is the start of a three-term focus on one area of practice and your chance to further develop your skills and expertise in your area of interest.

In your final year you will choose from a range of more specialised theory options, which you can combine with a dissertation. You will also research, plan and produce a major project or portfolio of work in your practice specialist area, individually or in a group.

MEDIA PRACTICES

Animation

Initially you will be working with others, and will collaborate on the script and storyboard, while researching sound and pictorial reference as part of the small production group. The animation production will take place using a Mac-based digital rostrum camera, and you'll have the opportunity to use digital editing facilities under the guidance of a technician. You will then work individually to conceive, write, develop, and produce several animations using digital software. You will be supervised at every stage of the workshop, by a lecturer and technical adviser.

Creative Writing

You'll become a storyteller. You will create an original story and vivid characters, and will then develop their concept into an original short film, short TV drama, radio play or a prose short story. Regular pitching exercises will develop your presentational and marketing skills. You will be encouraged to think reflectively and analytically about life, the people around us, and ourselves.

Illustration

You will produce a portfolio of illustrative artworks. This body of work will be in response to a series of illustration briefs, set by the lecturers, who are all practising illustrators. You will have had the opportunity to work with analogue and digital techniques using industry-standard software. The emphasis will be on the concept and realisation of inventive, original artwork that will involve research, experimentation and design roughs, before arriving at the solution that is personal to you.

Interactive Media

You will design and build several websites that consider the communicative role of the digital world online. You will use the fullest possible range of image-making and contemporary 'front-end development' practices to create the websites or interactive pieces of work. Initially the projects are directed by creative briefs that enable you to respond individually. Your final work will allow you to develop more personal themes, and create content, both written and image-based, to communicate these ideas. With

the help of a tutor and technical adviser, you will learn the techniques of design, image-editing, typography and web technologies and languages that help add real interactivity to your content.

Magazine Journalism

Write news and features for use online or in print. You will learn how to integrate visual material, text and interactive features in an online or print environment. You will critique your own work and the work of others, and integrate the insights learned in the whole of your degree into the production of thoughtful, compelling journalism.

Photography

You'll be introduced to analogue and digital photographic technologies that will enable you to explore the aesthetic and conceptual impact of image making. After working on structured set projects designed to help you to identify your own visual style, you will be fully supported to develop a self-directed body of work and situate your practice within wider visual culture.

Radio

You will experience producing your own storytelling in sound and radio as an art-form and expression of professional journalism. Using digital equipment and editing software you will have the opportunity to develop your own research, ideas and writing through the genres of documentary and drama with the completion of a 15-minute programme. In addition, you will produce live radio programmes as a group in our networked studio and newsroom complex.

Television and Film

At the centre of all good filmmaking is the story. You will be taught how to find your voice, about the importance of the idea, the value of teamwork and how to develop a project. You will be challenged to think in new ways as content creators. You will learn how to pitch an idea, write treatments, produce press packs and will have masterclasses and practical workshops given by industry professionals. It is an immersive experience that will give you a robust and transferable skillset, allowing you apply to any area of the media industry you wish to enter.

BA (Hons) Media & English

3 years full-time

gold.ac.uk/ug/ba-media-english

You'll hone your creative writing and editorial skills under the guidance of working screenwriters, fiction writers, radio dramatists and editors while creating a portfolio of project work throughout the programme.

You'll explore your passion for literature and develop key skills in critical and creative thinking, problem solving, and communication at the same time.

In your first year you'll take your first creative writing module in which you'll explore the various forms of narrative fiction in media and develop an original idea into one of those forms, whether it be a film or TV screenplay, a radio play or a short story.

Your second year is an opportunity to work on a longer creative writing project. You'll have the opportunity to learn about publishing in addition to your choice of modules from the Department of Media and Communications and Department of English and Comparative Literature (ECL).

Your final year creative writing project will be more narratively complex and is a chance for you to demonstrate your understanding of how to work with fiction writing (and writers) from the production side (film, TV, publishing). You'll take ECL modules and choose from a range of third year media options.

TYPICAL MODULES

Year 1

Compulsory modules:

Introductory Creative Writing
Key Debates in Media Studies
Film and the Audiovisual
Explorations in Literature
Approaches to Text

Year 2

Compulsory module:

Intermediate Creative Writing

Plus two Media options such as:

Psychology, Subjectivity and Power

Culture, Society and the Individual

Media, Modernity and Social Thought

Money and the Media

Moving Image and Spectatorship

Television and After

Media, Memory and Conflict

Plus English options such as:

Literary London

Hollywood Cinema

Sensibility and Romanticism:

Revolutions in Writing and Society

Literature of the English

Renaissance

Year 3

Compulsory module:

Advanced Creative Writing

Plus one or two media options (see page 14)

Plus English options such as:

The Art of the Novel

Decadence

Oedipus: Myths, Tragedies and Theories

BA (Hons) Media & Sociology

3 years full-time

gold.ac.uk/ug/ba-media-sociology

This interdisciplinary degree brings together modules from two of the leading academic departments at Goldsmiths to offer you an in-depth understanding of contemporary social life and the place of media and communications within it. You'll gain the practical skills that you can apply in the workplace together with knowledge of social theories and the latest research from the disciplines of media and communications and sociology.

In your first year you'll take three modules from media and communications, which cover the history of the press and broadcasting, the emergence of cultural studies and topics such as free speech, censorship and radical media. You'll also take three modules from sociology, covering classical and contemporary theories of society, and one module that is jointly taught by the two departments that focuses explicitly on the connections between the two disciplines.

In your second year you'll take your first media practice module in which you work on a small-scale media production project using our industry-standard facilities. Alongside this you'll be able to choose two further media modules from options that include the relationship between the media and psychology, money and conflict.

Your three compulsory sociology modules examine key issues in sociological analysis such as the relationships between individual lives and cultural institutions. You'll also be introduced to philosophical ideas that examine debates about the nature of social reality and how we produce and communicate knowledge about social life. You'll also choose one sociology option.

In your third year, you'll take a second media practice module and develop your own areas of interest further through a supervised dissertation. You'll also be able to choose two more media modules and two more sociology modules.

TYPICAL MODULES

Year 1

Compulsory modules:

Media and the Social
Media History and Politics
Culture and Cultural Studies
Key Debates in Media Studies
Modern Knowledge, Modern Power
Researching Society and Culture

Year 2

Compulsory modules:

Media Production - option 1
Central Issues in Sociological Analysis
Philosophy and Methodology and the Social Sciences
Sociology of Culture and Communication

Plus two media options from:

Culture, Society and the Individual
Moving Image and Spectatorship
Psychology, Subjectivity and Power
Money and the Media
Television and After
Media, Memory and Conflict

Plus one sociology option such as:

Sex, Drugs and Technology
London
Marxism

Year 3

Compulsory modules:

Dissertation
Media Production - option 2

Plus two media options (see page 14)

Plus two sociology options such as:

Race, Racism and Social Theory
Citizenship and Human Rights
Privacy, Surveillance and Security
Dissertation

Integrated Degree in Media & Communications (including Foundation Year)

1 year (Foundation)
+ 3 years (undergraduate degree)
gold.ac.uk/ug/integrated-degree-media

This degree is ideal if you are thinking of re-entering education after some time away from formal study.

You'll combine your lively interest in the world of media and communications with the skills and confidence to progress to the BA Media and Communications degree following successful completion of the foundation year.

In this foundation year you'll take two modules that introduce you to media studies:

- Media Practice
- An Introduction to Media and Cultural Theory

In the Media Practice module you'll create small-scale projects in television, radio, animation and photography using the department's excellent facilities.

An Introduction to Media and Cultural Theory provides you with a basic theoretical map of ideas and key thinkers in the field.

There is also a Study Skills component to the foundation year, in which you will master writing for academic purposes - how to unpack an essay question, how to reference and cite your source material, and how to compile a bibliography.



In your third year, you'll have the opportunity to select options from a range of media theory modules that have recently included:

- Structure of Contemporary Political Communications
- Race, Empire and Nation
- The City and Consumer Culture
- Music as Communication and Creative Practice
- Embodiment and Experience
- Strategies in World Cinema
- Media, Law and Ethics
- Media, Ritual and Contemporary Public Cultures
- Promotional Culture
- Archaeology of the Moving Image
- Politics of the Audio Visual
- Social Media in Everyday Life

The City and Consumer Culture

This option combines urban sociology with cultural studies to provide insight and understanding of key aspects of city life and urban experience. Of key significance is the rise of the urban creative economy and the growth of new forms of work and careers in design, retail, art, media and culture. Throughout the module, close attention is paid to the significance of spatiality and its consequence for networking and for sociality in the 'urban hub'.

Promotional Culture

This module looks at the rise of promotional culture, promotional intermediaries and their impact on society. We will look at the history of promotional culture, and offer some conflicting theoretical approaches with which to view its development. The second part will look at specific case areas, investigating the ways promotion intervenes, interacts and mediates social relations and organisations. These sector studies include: fashion and taste, hi-tech commodities and innovation, popular culture and creativity, celebrities and public figures, political parties and representation, and markets and value.

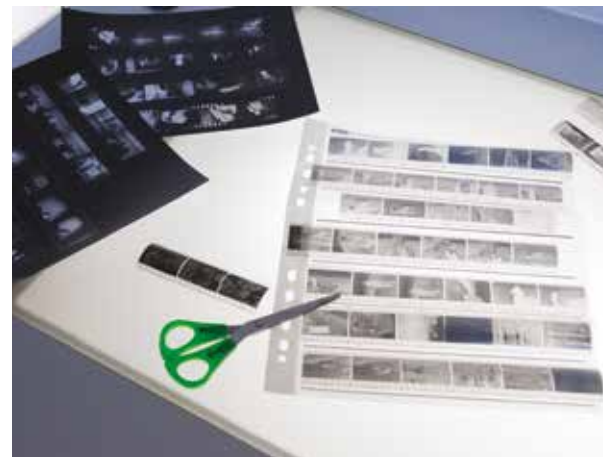
Music as Communication and Creative Practice

This module explores how musical meanings are conveyed and understood, and how this is mediated through the cultures and technologies of production, recording and consumption. We will consider how music communicates mood and meaning, not only through associated imagery and the lyrical content of songs, but as sound itself. How, for example, do we recognise that music means love, anger, sadness, terror, or patriotism? We will also think about the processes that link production, circulation and consumption, as well as explore the ways that music connects with individual and collective identities.

MEDIA PRACTICE

Media practice is central to all our undergraduate degrees. From writing for our live news site - Eastlondonlines.co.uk - on BA Journalism, to exhibiting your final project for BA Media and Communications at a public degree show, to taking the interdisciplinary work on one of our joint honours degrees and applying it to a small scale documentary, photographic or creative writing project, the combination of media practice and critical theory is what makes Goldsmiths different.

You will be taught by staff actively working in the media industries - journalists, film producers and directors, animators and illustrators - who have the connections and experience to help you develop the skills needed to succeed in a competitive and changing industry. You will be taught in industry-standard practice facilities, including TV/film, radio and photography studios, digital video and audio editing suites, and animation software and hardware.



OUR STUDENTS



Marcus
(BA Media & Modern Literature [now called BA Media & English], Nightclub Promoter/DJ/Producer)

“Studying at Goldsmiths taught me so much more than just what I formally studied. Firstly it gave me a place and the encouragement to explore the ideas and concepts that interested me.

It helped me to think outside of the box, which has given me more longevity as a promoter and gave me a base of people who shared my interests but who

were able to show me new directions and influences that I may never have found.

With the help of my friends, we created a platform, Mint Magazine, to spread these ideas, encourage them in others and try to nurture people’s talents by passing on the skills we learned at Goldsmiths. Goldsmiths taught me to be critical and to challenge the status quo - something that I have never let go.

The people I met running the magazine helped form who I am today and I’m proud to say that many of those people are still friends who I enjoy collaborating with and learning from. I don’t think that would have come off in the same way had I not studied at Goldsmiths.”

“
Goldsmiths taught me to be critical and to challenge the status quo - something that I have never let go.”



Fadah
(BA Anthropology & Media), Freelance Assistant News Editor and Producer for ITN

“The joint Anthropology and Media degree expanded my perceptions and thoughts in ways I could not anticipate. I now work for Channel 4 News and ITV simultaneously as part of ITN. I was determined to learn everything quickly and through my determination I trained to be an Assistant News Editor on the foreign desk. Goldsmiths was a vibrant and enriching place. Studying anthropology shaped my outlook but more importantly it changed how I interpret, assess and gather information critically, all of which are invaluable tools for journalism and media.”



Arfah
(BA Media & Communications), Marketing Executive

“The 50% divide of theory and practice made this degree perfect. The theory side touched upon psychology and even philosophy which really interested me, while the practice side allowed me to sharpen my technical skills so that when I got into the ‘real’ world I was ready to deal with media equipment.”

“
The practice side of my course allowed me to sharpen my technical skills.”

“
Courses that I attended still inform my creative projects now.”



Jen
(BA Media & English), Coordinator for Press and PR at the Goethe-Institut London; freelance translator

“My course’s allowance for a specialisation in creative and journalistic writing meant that I could hone my writing alongside academic subjects, and courses that I attended in both the Media and English departments still inform my creative projects now.”

Our graduates are working as:

- Advertising and marketing executives
- Authors
- Designers
- Illustrators
- Animators
- Directors
- Editors
- Journalists
- Media researchers
- NGO, government and corporate communications staff
- TV producers
- Photographers
- Public relations officers

In the 21st century, every business, government department and charity is in media and communications. Our degrees offer you the skills, knowledge and intellectual agility to meet current demands and to adapt and lead in a rapidly changing world. Our graduates have gone on to become leading teachers and researchers, and to employment in organisations including the BBC, The Times and Oxfam.

Transferable skills

You'll gain transferable skills critical to your success across all sectors: commercial awareness, critical analysis and research, teamwork, craft knowledge and a creative and independent approach to tasks. In developing your skills, we encourage you to use critical thinking to become independent, imaginative and inventive.

Hands-on experience

You won't just be pressing buttons: you'll learn to ask how and why media technologies, institutions and audiences work the way they do, and how they could work differently. You'll gain hands-on experience in excellent media facilities with active industry and creative professionals. Our industry connections have seen students working with companies like M&C Saatchi, Google, YouTube and Motorola, as independent creators, and in charities and activist organisations.

Students win prizes

Among other prizes, our students have recently won The Royal Television Society, Charles Parker Student Radio and BBC World student awards, and had films shown at BAFTA, and the Sheffield Documentary and Annecy Animation festivals. Graduates have gone on to become leading figures in fields from music video to global news.



Career journey

Jonna Dagliden (BA Media & Communications, 2009), freelance journalist

“During my studies I did lots of internships at newspapers and magazines such as The Sunday Times magazine, the Times Educational Supplement and Grazia. Since graduating, I've worked within media, on print and online publications in Sweden as well as in the UK - including The Guardian, Monocle, LA Times Magazine, Wallpaper, The Future Laboratory, Plaza Kvinna, Fokus, SvD/A Perfect Guide, TES Magazine, Sunday Times Magazine and Sunday Times Travel Magazine.”

Watch Goldsmiths graduates talk about how their experiences at university have given them a real advantage in their career: vimeo.com/channels/career

FIND OUT MORE

Find out more about the
department and the degrees at:
[gold.ac.uk/
media-communications](http://gold.ac.uk/media-communications)

Watch our departmental film at:
vimeo.com/goldsmiths/media

Get in touch with our
Enquiries team:
+44 (0)20 7078 5300
course-info@gold.ac.uk

The information in this booklet reflects the 2017-18 programme specifications and was correct at the time of print in June 2017. It is intended as a guide only and the information here is not intended to be binding. You can download the most up-to-date programme specifications from our degree pages by visiting gold.ac.uk/course-finder

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